

# COMMUNICATION SKILLS

## INTRODUCTION

# Chapter 1: communication Basics

## Meaning of Communication

- Communication comes from Latin word **Communis** which mean to make Common or share.
- **Definitions**
  1. Communication is the mechanism through which human relations exist and develop. ( Schramm, 1993)

Other scholars define communication as: -

2. *Communication is the transfer of information from one person to another, the information transferred must be understandable to the G.G. Brown.*

# WORKING DEFINITIONS

- ❖ Communication is the process of transmitting information from one individual or organization to another by means of mutually understandable symbols.
- ❖ The process of communication is successful only when the receiver understands an idea as the sender intended it. Both parties must agree not only on the information transmitted but also on the meaning of that information.

# PURPOSE OF COMMUNICATION IN AN ORGANISATION

1. Communication is the glue that holds an organization together, whatever its business or its size .Without communication an organization cannot function at all. Without effective communication, information cannot be collected, processed, or exchanged;
2. Communication enables an individual to express ideas thoughts and feelings effectively in writing and in speech. The most important foundation skill for anyone in the new world of work is the ability to communicate; being able to express your ideas effectively.
3. Communication helps in team building and team-work. Owing to advances in information technology, companies downsize and decentralize, and work is increasingly carried out by teams.

# Cont.....

- ❖ We communicate for Information, in case you want to know something you have to ask.
- ❖ To develop meaningful relationships -it is through communication contacts that human beings basic and social needs are met. people to actively participate in public life.
- ❖ To provide knowledge for instance in school, mosque political rallies etc

# *Types of communication*

**1. Oral / verbal communication** - Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth.

- In oral communication, spoken words are used. It includes

# IT INCLUDES

- **Face to face communication**: involves the speaker and the listener interacting face to face such as in dyadic, small group or public speaking.
- **Telephone conversation**: involve two people interacting by use of telephone though it is possible for a small group by means of teleconferencing.
- **The radio**: makes it possible to speak to a large number of people at the same time.

## Advantages of Oral/spoken communication

- allows for immediate feedback
- Opportunity to ask questions when the meaning is not entirely clear.
- time saving, money and efforts.
- Can be best used to transfer private and confidential information/matter.
- You can read facial expression and body language

## Disadvantages

**No record-** messages are difficult to record. So it is impossible to preserve the message for the future reference



## 2. Written Communicationn

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written.

In written communication message can be transmitted via, letter,

report, memo, reports, bulletins, job descriptions, employee manuals, and electronic mail

### Advantages

- Written instructions can be used for future references
- More precise and explicit
- Messages can be edited and revised many time

## Disadvantages

- People may not always read them.
- It is expensive
- Takes time

## 3. Non-verbal communication

1. Nonverbal communication is talking without speaking a word.
2. it includes facial expressions, body movements, and gestures.
3. It is very effective, maybe even more so than speech. As the saying goes, **Actions speak louder**

❖ **It has primary functions**

❖ Express emotions

❖ Interpersonal attitudes- touching-  
smiling and eye contact

❖ Rituals ( greeting)

## **Advantages of non-verbal communication**

1. You can communicate with someone who cannot hear.
2. You can communicate in places where you have to avoid talking audibly.
3. You can communicate when a person is too far away from you to hear you
4. people who don't understand your language

Facial expressions ; Human faces are capable of communicating a wide range of expression and emotion. A smile conveys good humor, raised eyebrows denote disbelief, a frown denotes upset or worry.

# 1. Gestures

Many gestures are used as we speak, for example,

- ❖ nodding your head in agreement,
- ❖ shaking your head in disapproval,
- ❖ putting your hand to your chin in consideration,
- ❖ folding your arms in boredom. These are all valuable signs in communicating and you should learn to read such gestures carefully.

**2.Posture** :The way people stand or sit can say an awful lot about how they feel. Someone who is nervous or anxious will fidget with their hands, tap their feet, drum the table with their fingers.

Someone who is sitting well back in their chair, legs crossed at the ankle, may be seen as being relaxed and confident. Someone with a gloomy expression, head down and lifeless is probably feeling depressed or dejected. Someone sitting forward in their chair looking intently at the speaker, is showing a great deal of interest. The ability to interpret such signals and act as necessary is important in developing good human relations.

# **INTERCULTURAL SENSITIVITIES**

The world today operate as one city. Therefore if communication is to be effective, it is important to be aware of cultural differences, and to be sensitive to them.

## **What is culture?**

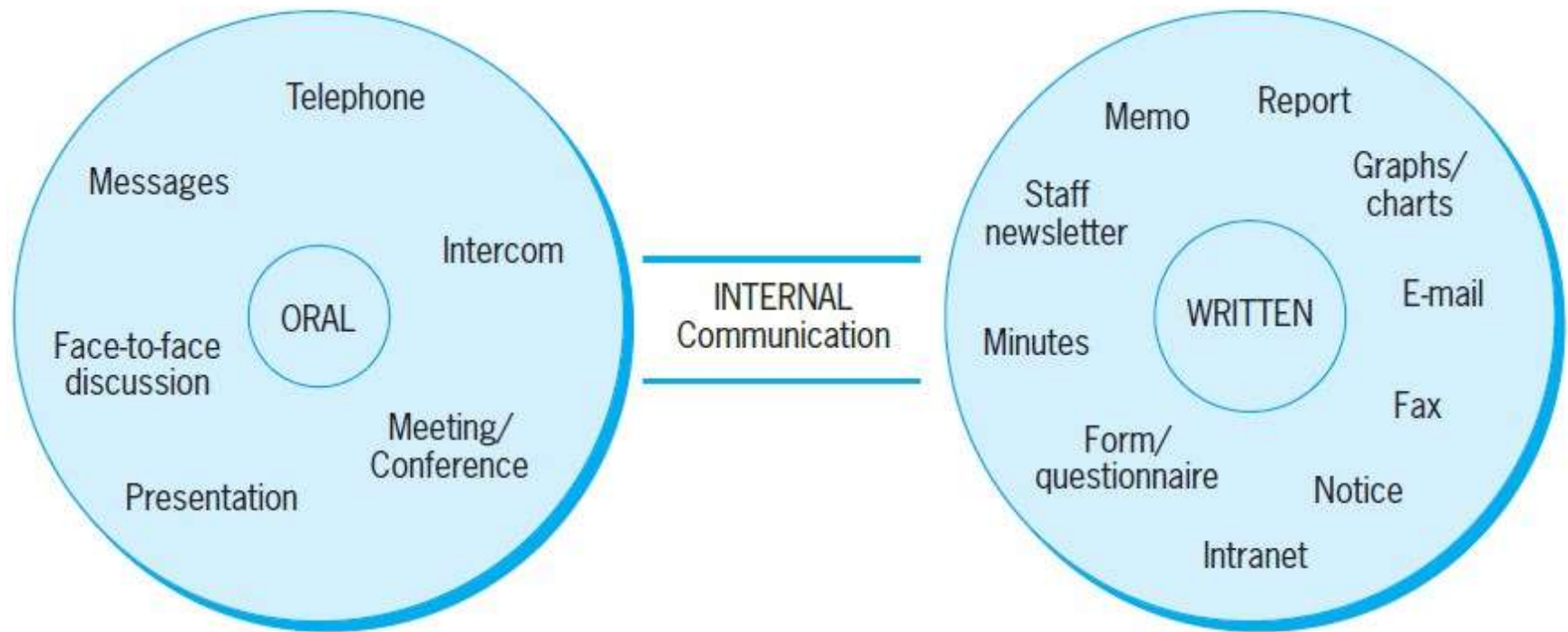
Culture is a shared system of beliefs, attitudes, values, expectations and norms of behaviour. Members of a culture have similar beliefs and theories on how people should behave, think and communicate, and they all tend to act on those beliefs in much the same way.

From group to group, cultures differ extensively. When you communicate with someone from a different culture, you do so using the theories and beliefs of your own culture. However, when your audience receives your message, they do so based on the assumptions of their own culture. As a result of basic cultural differences, misunderstandings could easily occur, and often do



# METHODS OF COMMUNICATION

## Internal communication

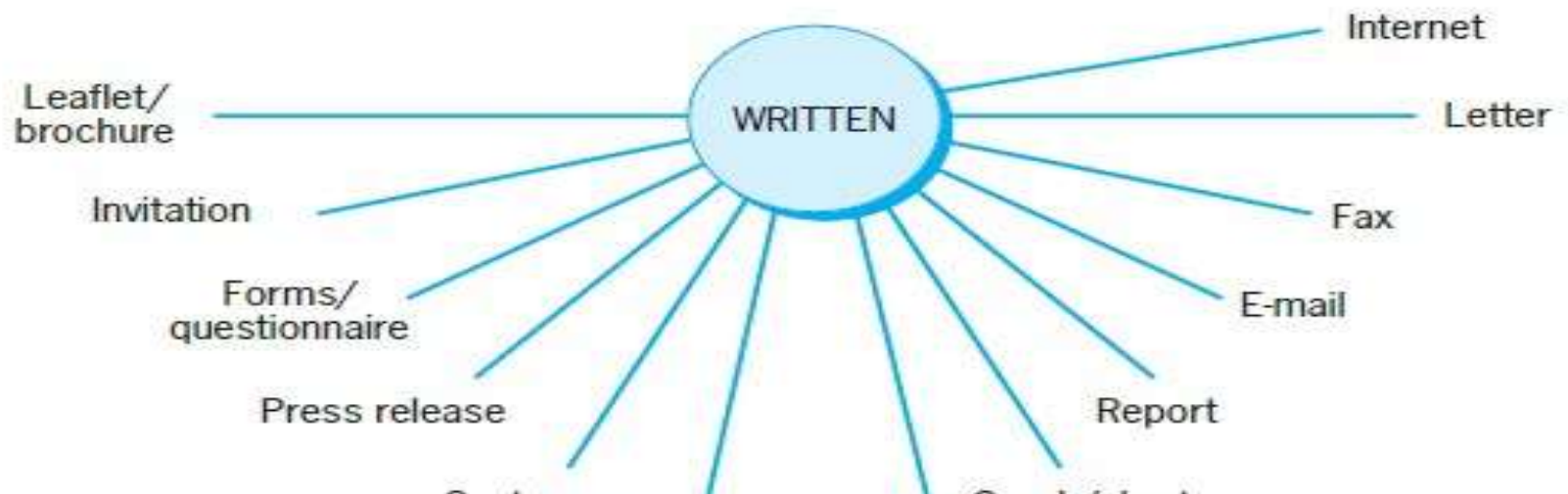


# METHODS OF COMMUNICATION

## External communication



## EXTERNAL Communication



# CHOOSING THE CHANNEL OF COMMUNICATION

- The channel is very important and can influence the recipient's interpretation of the message.
- Consider these factors:

## ➤ Cost

- Consider how much the communication will cost in terms of the results expected.
- Can an internal message be handwritten or is a printed copy important?
- Is the postal service satisfactory, or is e-mail or fax justified?

## ➤ Confidentiality

- E-mail or fax may not be appropriate.
- A telephone call could be overheard.

## ➤ Safety and security

- Should a special Post Office service be used, e.g. registered or recorded delivery?

# Cont.....

## ➤ Influence

- To convey a certain impression, would a congratulatory telegram or invitation be suitable?

## ➤ Urgency

- Choose the method that will produce the desired results in the time available.
- Perhaps the higher cost of a fax will be justified by the results obtained through its speed.

## ➤ Distance

- Is the communication within the building, in the same town, or the other side of the world?

## ➤ Time of day

- This is particularly important when communicating with overseas countries.

## ➤ Resources

- Consider the equipment and staff available (sender and recipient).

## ➤ Written record

- Written communications carry more authority and are proof of a transaction.

# COMMUNICATION CHOICES

## **Use oral channels when:**

- your message is fairly simple
- you need an immediate response
- you don't need a permanent record
- you want to encourage interaction in problem-solving or decision-making
- you need to read the recipient's body language
- you need to hear the tone of your recipient's response
- your message has an emotional factor

# COMMUNICATION CHOICES

## **Use written channels when:**

- your message is fairly detailed or requires careful planning
- you don't need an immediate response
- you need a permanent, written record
- you have a big, widespread audience
- you want to minimize the distortion that often occurs when messages are passed orally from person to person
- you don't need immediate interaction with your audience
- your message has no emotional factor.

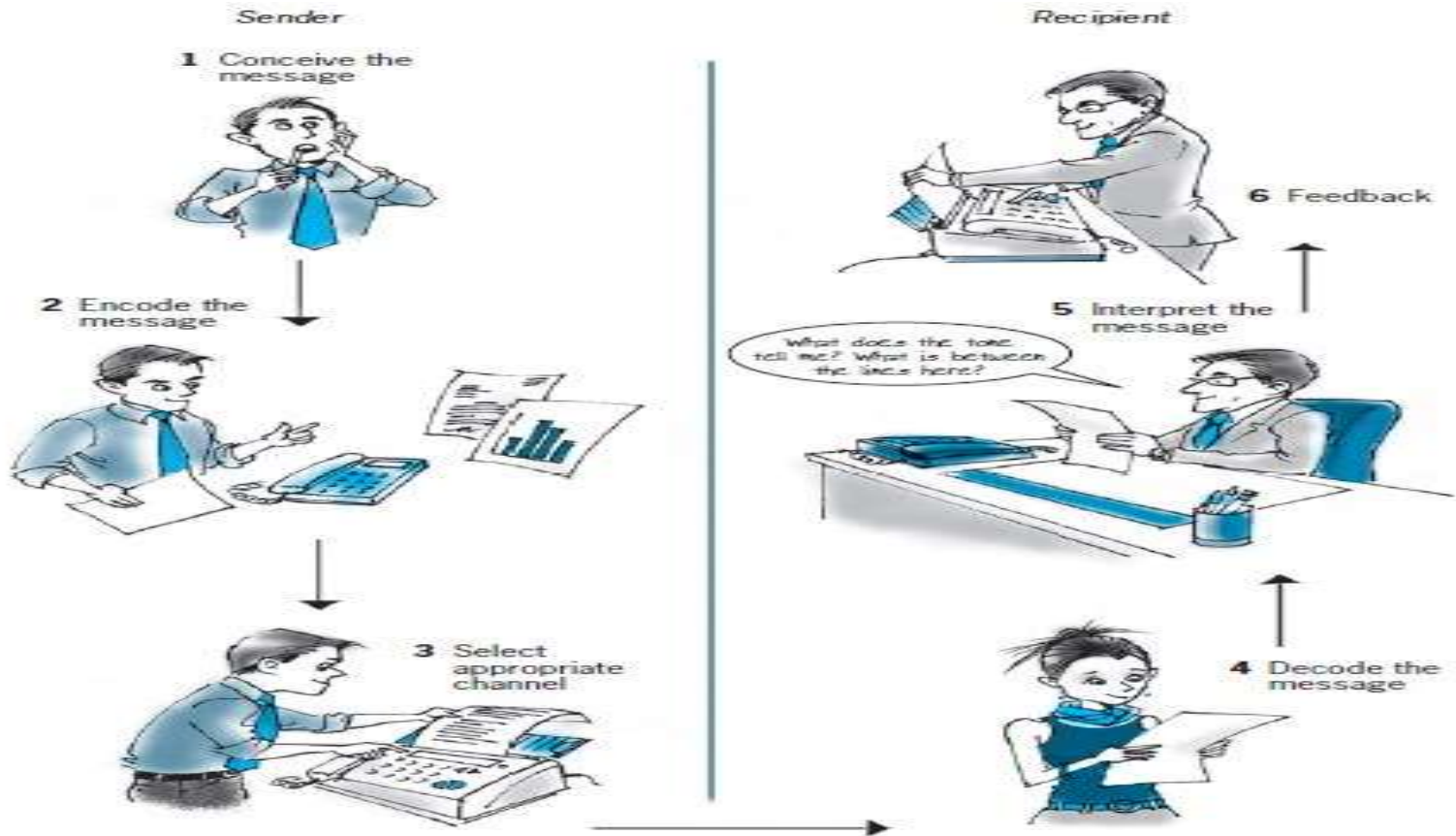
# COMMUNICATION CHOICES

## **Use electronic channels when:**

- speed is important
- time zones differ
- you are physically separated from your audience



# STAGES IN COMMUNICATION CYCLE



How well you communicate is determined not by how well you say things but by how well they are received.

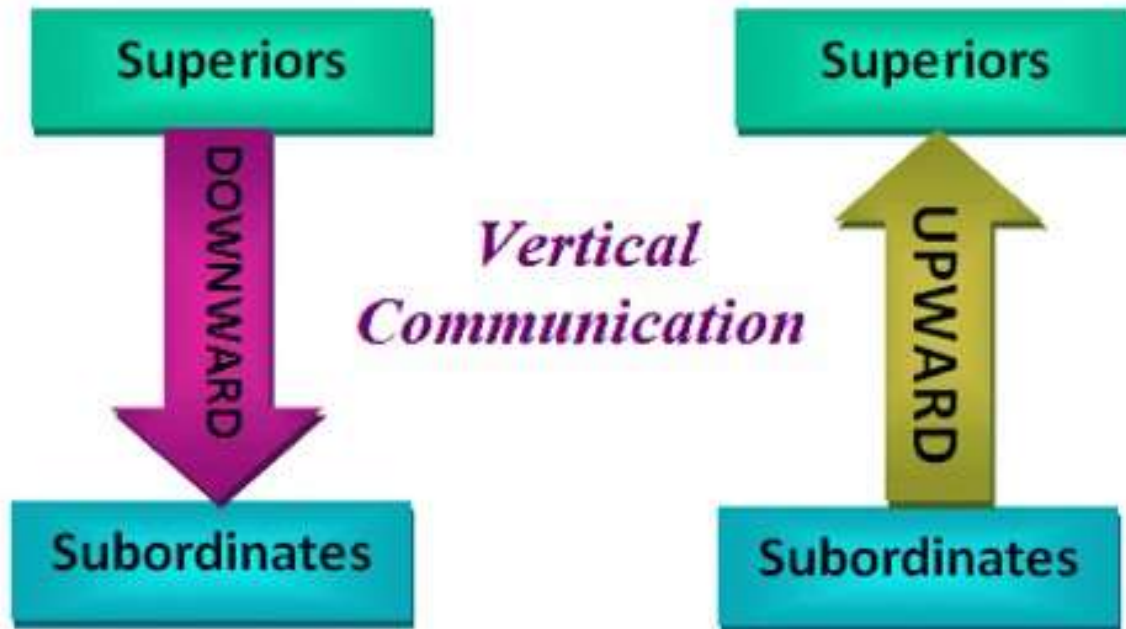
# BARRIERS TO COMMUNICATION

**Communication may fail for a variety of reasons:**

- Non-verbal signals: facial expression, gesture, nodding, etc.
- Language: Foreign languages, dialects, regional accents
- Listening: Noise, interruptions
- Pre-judgement: background, expectations
- Relationships: individual differences
- Emotional responses: anger
- Systems: procedures

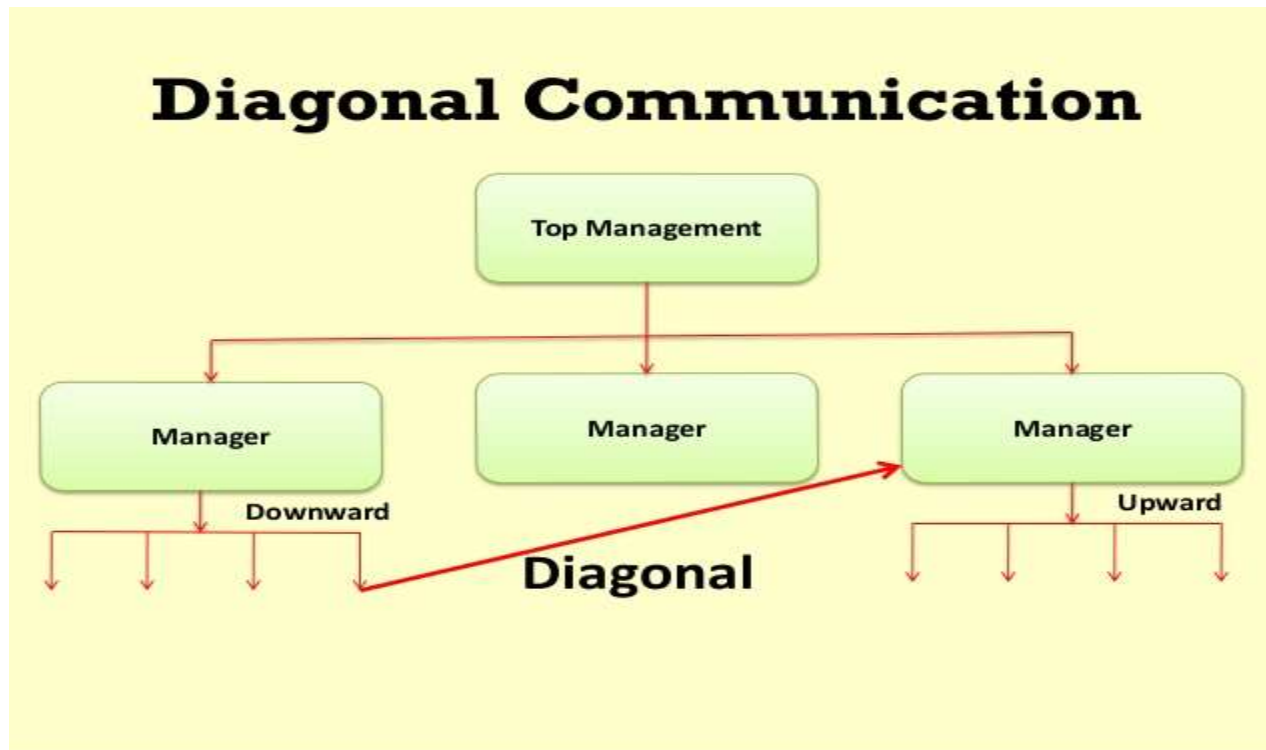
# THE FLOW OF COMMUNICATION

- **Vertical communication:** *Vertical communication moves between individuals at different levels in an organization, This means that a manager sends messages **downward** to those under his or her immediate supervision. Similarly, employees send messages **upward** to their immediate superior*



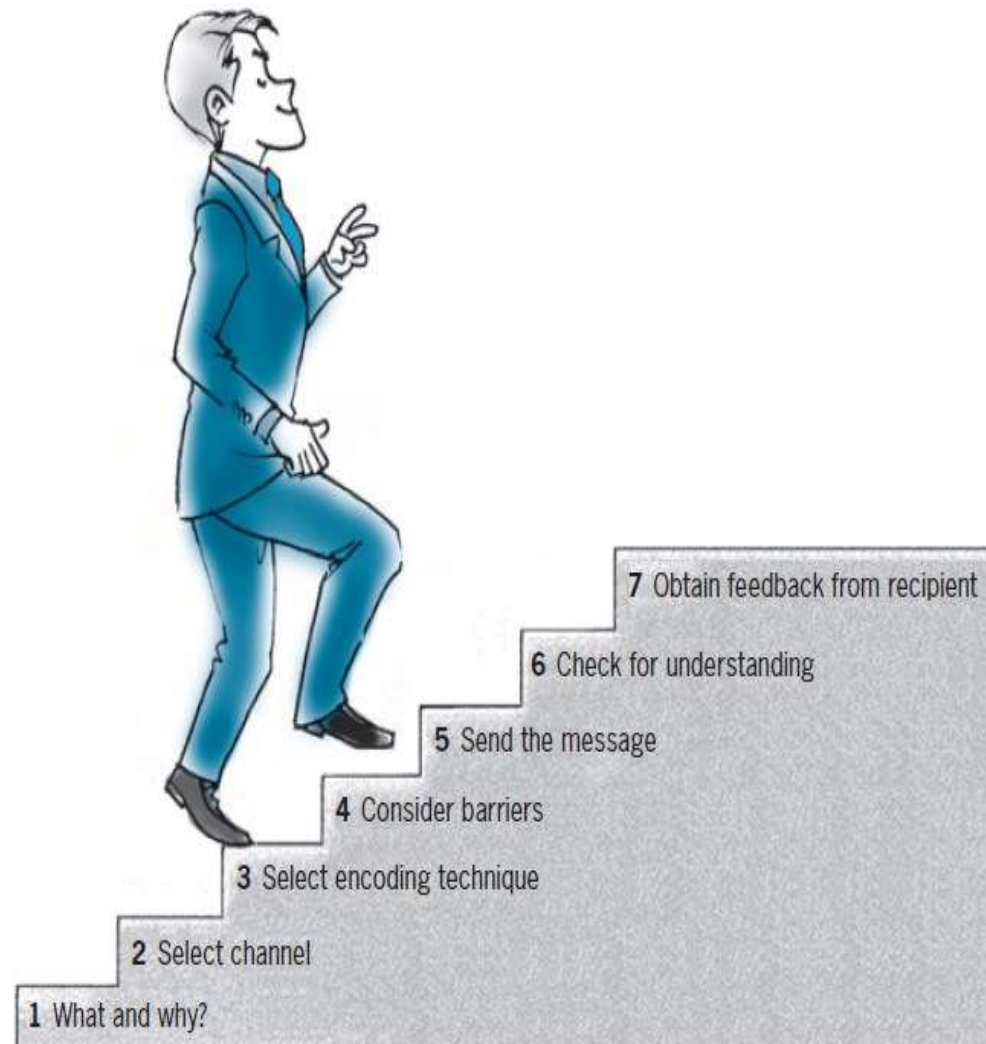
# THE FLOW OF COMMUNICATION

- **Diagonal communication:** *different department & level*



# SEVEN STEPS TO EFFECTIVE COMMUNICATION

- You can achieve effective communication by having a complete knowledge of the **communication cycle**, being aware of **the barriers**, and following this **seven-step** process:



# SUCCESSFUL COMMUNICATION

- ***Read.*** Extend your knowledge by reading.
- ***Listen intelligently.***
- ***Think and plan.***
- ***Use appropriate language.***
- ***Be open-minded.***
- ***Select appropriate media.***
- ***Time your communication appropriately.***
- ***Use appropriate language.***
- ***Obtain feedback.***
- ***Aim high.*** Set and maintain high standards.

# BENEFITS OF EFFECTIVE COMMUNICATION

- **Good communication results**

**S**tronger decision-making and problem-solving

**U**pturn in productivity

**C**onvincing and compelling corporate materials

**C**learer, more streamlined workflow

**E**nhanced professional image

**S**ound business relationships

**S**uccessful response ensured